

**SYSTEM AND METHOD OF JOINING ENCODED VIDEO STREAMS FOR  
CONTINUOUS PLAY**

**Abstract of the Disclosure**

5           A system and method for transferring entertainment media files and advertisement media  
files. A set of advertisement files is pre-cached at the client side. A show, movie or other form  
of entertainment object may be requested by a user, and the set of files of which that  
entertainment object is composed is delivered to the user over the Internet. An instruction set is  
downloaded from the server to the client; this set directs the client to combine the entertainment  
10 object(s) with advertisement media files selected from the pre-cached set of advertisement media  
files at run time. When the entertainment set is arranged and played at the client side, it will  
appear as a single, continuous clip that includes both entertainment and advertisement content.